



New
STEVE CHABOT

Revision #: 0 Date: 10/17/2012

Client: OH - CD1 STEVE CHABOT 2012
 Media: TV
 Product: OH CD1
 Market: Cincinnati

Estimate: 2968
 Description: OH CD1 STEVE CHABOT OCT 17-OCT 27 TV
 Flight Start Date: 10/17/12 5:00:00 AM
 Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

WKRC 410%.

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Total Spots											
						Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
WKRC-TV																	
14	MTuWThF 6:00a-6:30a	P3 EM	\$325.00	\$276.25	30	1	1	1	0	0	1	1	1	1	1	0	
15	GD MRN CINN@6 MTuWThF 6:30a-7:00a	P3 EM	\$325.00	\$276.25	30	1	0	0	0	0	0	1	0	1	0	0	
16	Sa 7:00a-8:00a LOCAL12NW-SA	P3 WK	\$150.00	\$127.50	30	0	0	1	0	0	0	0	0	0	1	0	
17	Su 10:00a-10:30a SUNDAY MRN-CBS	P3 WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	0	0	0	0	
18	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	P3 EN	\$600.00	\$510.00	30	1	1	0	0	0	0	0	0	0	0	0	
19	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	P3 EN	\$650.00	\$552.50	30	1	1	1	0	0	1	1	1	1	1	0	
20	MTuWThF 11:00p-11:35p LATE NEWS	LN P3	\$1,100.00	\$935.00	30	1	1	1	0	0	1	1	1	1	1	0	
21	Sa 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	0	0	0	1	0	0	0	0	0	0	1	
22	Su 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	0	0	0	0	
						Total Spots:	5	4	4	1	2	3	4	3	4	4	1
						Total Cost:	\$22,825.00	\$19,401.25									
						Total	OCT 12	\$22,825.00	\$19,401.25								35



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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots
					Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	

WKRC-TV

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/17/2012

Client: OH - CD1 STEVE CHABOT 2012 **Estimate:** 2968
Media: TV **Description:** OH CD1 STEVE CHABOT OCT 17-OCT 27 TV
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Station	Total Spots	STN Gross	PCT	STN Net PCT	
WKRC-TV	35	\$22,825.00	100%	\$19,401.25	100%
Market Total:	35	\$22,825.00		\$19,401.25	

ORDER

LOCAL / 2

Orders	Order / Rev: 66781	Name: Strategic Media Placement
	Alt Order #: 2968	Buying Contact:
	Product Desc: 2968	Billing Contact:
	Estimate: 10/18/12 - 10/27/12	Address: 7669 Stagers Loop
	Flight Dates: 10/17/12 / 10/17/12	City: Delaware, OH 43015
	Original Date / Rev: 10/17/12 / 10/17/12	
	Order Type: GENERAL	

Advertiser	Name: Chabot for Congress
	Demographic: HH
	Product Codes: US Congress
	Priority: P-3
	Revenue Codes: AGY, POL-CAND, GEN

Bill Plan				M	O	T
Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/27/12	35	\$22,825.00	\$19,401.25		
Account Executives						
Account Executive	Sales Office	Sales Region	Start Date / End	Start Of Order - 1		
LSM	LSM					

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$22,825.00
Market	100%	\$55,670.73
Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	19%	\$10,577.44
WLWT	20%	\$11,134.15
WSTR	10%	\$5,567.07
WXIX	10%	\$5,567.07

Order / Rev: _____
Alt Order #: _____
Flight Dates: 10/18/12 - 10/27/12

Advertiser: Chabot for Congress
Product Desc: 2968
Estimate: 2968
Loca /

Local 12 WKRC-TV